

***“Be Smart”
North Carolina Medicaid
Family Planning Waiver Program***

***Recruitment Plan for Local Communities
2005–2006***

***Sponsored by
N.C. Department of Health & Human Services
Division of Public Health
in partnership with
Division of Medical Assistance***

Table of Contents

Purpose.....	1
Recruitment and Outreach Benefits	2
Targeted Populations	2
Desired Outcomes	2
Recruitment Strategies by Population.....	3
Pregnant Women with Medicaid for Pregnant Women Benefits and New Mothers.....	3
Young Adults (Ages 19 to 24).....	4
Adults Ages 25 to 39.....	6
Men (All Ages)	6
Young Men (Ages 19 to 24)	8
Adults Ages 40 and Older.....	9
Title X–Eligible Clients	9
Tactics	10
Ethnicity Considerations.....	10
Newsletters.....	11
Web Sites	11
Evaluation of Outreach/Recruitment Efforts	11
Appendix.....	122

“Be Smart” N.C. Medicaid Family Planning Waiver Recruitment Plan for Family Planning Providers

Purpose

The “Be Smart” Family Planning Waiver Program is pleased to provide local health departments, qualified family planning clinics, and other interested providers with information about the Be Smart Program and strategies for reaching out to people in need of family planning services. North Carolina is a very diverse state, so our recruitment strategies must address the needs and cultural differences of our state’s diverse populations while maximizing our existing efforts to strengthen family planning in North Carolina. With this in mind, the Be Smart recruitment plan was developed to enhance current public health marketing, outreach, and recruitment strategies and to offer ideas for implementation.

The Be Smart Family Planning Waiver Program was approved by the Centers for Medicare and Medicaid Services in November 2004. Be Smart was implemented on October 1, 2005, with funding for a 5-year period. The program’s goal is to improve the health and well-being of children and families in North Carolina by reducing unintended pregnancy, encouraging pregnancy planning, and providing access to family planning and reproductive health services.

Services covered under the waiver include

- annual and periodic office visits, including counseling, patient education, and treatment
- specific laboratory procedures (such as Pap smears, pregnancy tests)
- Medicaid-covered and most FDA-approved birth control methods, procedures, pharmaceutical supplies, and devices
- Screening for human immunodeficiency virus (HIV)
- Screening and treatment for specific sexually transmitted infections (STIs)
- Voluntary sterilization (in accordance with federal sterilization guidelines)

Note: For services not covered by the waiver, local health departments, local departments of social services, or other community agencies may distribute a list of providers who offer affordable or free care or assist in the identification of other care options.

Persons in the targeted age range (women ages 19 through 55 and men ages 19 through 60) whose income is at or below 185% of the federal poverty level are eligible to participate in the Be Smart Program if they are

- residents of North Carolina;
- U.S. Citizens or qualified aliens;
- not incarcerated;
- not pregnant; and
- not permanently sterilized.

Recruitment and Outreach Benefits

While an important goal of the recruitment plan is to encourage the targeted population to use the program or services, there are other benefits that can be gained. The Be Smart recruitment plan achieves two objectives: 1) It reaches those individuals who are in the targeted population and informs them of the services and benefits of participation; and 2) it increases the general public's awareness of the Be Smart Program and family planning services.

Targeted Populations

The Be Smart Program has an opportunity to provide selected family planning services to an important segment of North Carolina's citizens. Because the population segment is varied, recruitment strategies have been developed to target each of the following groups: postpartum women, young adults ages 19 through 24, adults ages 25 through 39, men, young men, adults ages 40 and older, and Title X-eligible clients. The goals of this recruitment plan are to accomplish the following:

- Educate the target populations regarding the availability of family planning services.
- Educate the target populations regarding the importance of planning a family to promote positive birth outcomes and healthy families.
- Increase community support for the program.
- Increase provider participation.
- Position local health departments, federally qualified health centers, rural health clinics, private practitioners, and local departments of social services as key providers to reach multiple populations.

The Be Smart Program Outreach Committee has established **priority groups** for initial recruitment efforts as follows:

- | | |
|--------------------------------|--|
| 1st Priority | Clients transitioning off Medicaid for Pregnant Women (MPW) coverage |
| 2nd Priority | Parents and graduates of the Health Check/Health Choice program
Recipients of aid to Women, Infants, and Children (WIC) |
| 3rd Priority | Men |

Desired Outcomes

- Enroll eligible clients in the Be Smart Program.
- Initiate new methods for engaging men in family planning services.
- Encourage dialogue about the program between N.C. residents and those who may be eligible.
- Provide strategies for implementation in local health departments among clinical and community staff.
- Increase inquiries (calls to the family resource line) and applications for enrollment.

Recruitment Strategies by Population

Pregnant Women with Medicaid for Pregnant Women Benefits and New Mothers

Pregnant women are not eligible for services through the Be Smart Program. However, many women who are currently covered for benefits through MPW may qualify for the Be Smart Program services when the MPW benefit period ends. The N.C. Medicaid Program has identified these new mothers as the primary target population for the Be Smart Program and encourages health care providers who work directly with this population to inform them about the program and encourage them to apply.

Maternity care coordinators, maternal outreach workers, Health Check coordinators, and child care services coordinators have received detailed information about the Be Smart Program and the application process. Close and trusting relationships have been developed between staff and women and their families throughout their pregnancies. In many cases, the health care worker may have a good idea whether the participant would qualify for the program. (The local department of social services is responsible for eligibility determination and must process and approve the application.) While introducing the program to the new mother or mother-to-be, the provider should involve the mother's partner in the family planning services.

Strategies for Use in Clinical Settings

1. Ask maternity care coordinators to contact their clients and remind them to apply for benefits from the Be Smart Program. Be sure to mention that coverage includes their contraceptive method.
Note: There are timeframes for applying and re-evaluation for Medicaid. Retroactive coverage may be a possibility in some cases. These specifics should be followed up with the local department of social services.
2. Assist the woman's partner or husband with the application process.
3. Explore the possibility of adding Be Smart as a topic to be discussed when completing the Maternity Care Coordination Audit Tool.
4. Take advantage of training offered yearly (or more often) to hospital staff by regional nurses and social work consultants in the Be Smart Program. (Initial training was conducted from October 2005 through January 2006.) Invite WIC staff, maternity care coordinators, and local health department staff to the trainings.
5. Ask home visit nurses to provide information about the Be Smart program during postpartum home visits.
6. Ask local department of social services on-site eligibility workers to refer all patients during their postpartum eligibility redetermination period.

Strategies for Use in Community Settings

1. Maternity care coordinators and maternal outreach workers may be able to assist the client with the completion of the application. Another option is to give the application to the client to complete and mail to the local department of social services.
2. Physicians are encouraged to have their nurses or clinical staff share a brochure about the Be Smart program with their patients upon discharge. This can also occur during a postpartum visit and/or while in the hospital.
3. Child care services coordinators on newborn home visits can offer mothers and their partners information on the program.
4. Hospital lactation consultants are an excellent resource for providing information about the Be Smart Program to new mothers and their partners. La Leche League can also be used as a resource.
5. Pediatricians' offices can display brochures and posters and ask nurses, physicians, and Health Check coordinators to provide information to the families.
6. Childbirth classes in hospitals and local health departments can refer clients to the program..
7. SmartStart programs are a wonderful entity for collaboration to help increase community awareness about the services and eligibility criteria.

Young Adults (Ages 19 to 24)

Strategies for Use in Clinical Settings

1. Persons aging out of Health Check/Health Choice will need to continue using clinical services. Family planning services and STI screenings can be introduced as an available option through the Be Smart Program. Provide a phone number for the local department of social services where they can access additional information on eligibility criteria.
2. Many public and private STI clinics often see clients in this age range. Because many of the health care providers use these visits as an opportunity to discuss the client's sexual practices and contraception, it would be an excellent way to introduce the Be Smart Program and the benefits of the program to the client.
3. Maternity care clinics provide information about contraception to women who are transitioning from pregnancy to motherhood. Provide a Be Smart brochure in their information packets.
4. Put the Family Resource Line telephone number (1-800-367-2229) on any materials distributed to patients.

5. Lamaze and other childbirth education classes can share information about the Be Smart Program with their clients and can provide an application during the client's last trimester.

Strategies for Use in Community Settings

1. North Carolina has many universities, technical schools, and community colleges. Strategies for working with the student governments, health centers, student unions, and other gathering areas on and off campus can be useful. Post Be Smart posters in high-traffic areas. Offer to conduct presentations on campus about family planning options and services. This may also be a prime opportunity to include leaders from various campuses in your area to be trained as peer advocates for the program or resource persons for other students.
2. Cosmetology schools (beauty and barber colleges) are prime locations for sharing health information. Offer to set up a health information section or bulletin board. Post materials about the Be Smart Program and list your local phone number for appointments.
3. Send letters to families with participants in the Teen Pregnancy Prevention Initiatives project, offering more information about eligibility criteria and the benefits of the Be Smart Program for those who are 19 or approaching that age. Marketing potential can be expanded by contacting these community-based and local agencies and soliciting their support.
4. School health nurses and school-based clinics can reach high school or alternative educational facility students who are 19 years old or older. The parents of many of these students may also qualify for family planning services through the Be Smart Program. Be sure to provide the school nurses with brochures, posters, and a provider fact sheet for the program.
5. Other channels for posting or distributing information about the Be Smart Program include:
 - Music and CD exchange stores
 - Activities or community events
 - School-based clinics
 - Head Start programs
 - Child care centers
 - Skating rinks or bowling alleys
 - Nail salons
 - Division of Motor Vehicles offices
 - Laundromats
 - Drug stores
 - Liquor stores
 - Community periodicals
 - Bars and night clubs

- Latino/Hispanic advocacy agencies
- Temporary staffing agencies
- Local movie theaters
- Indoor flea markets

Adults Ages 25 to 39

Strategies for Use in Clinical Settings

1. Explore the possibility of a local department of social services worker providing on-site enrollment screening at free and church-sponsored events.
2. Local health department family planning clinics, WIC staff, STI clinics, and maternity care clinics provide services to potentially eligible clients. Train staff about the Be Smart Program so they can introduce the services and answer basic questions regarding the application process.
3. Local and regional hospitals, emergency rooms, and urgent care facilities can display a Be Smart poster and provide brochures for persons in the waiting areas.

Strategies for Use in Community Settings

1. Women's centers
2. Shelters in the city
3. Child care centers
4. Division of Motor Vehicles offices
5. Environmental health departments
6. Public housing authorities
7. Disease intervention specialists
8. Foster parent programs
9. Local 211 (United Way information and referral line)
10. Office of Citizen Services' Care-Line Referral and Information Services
11. The Red Cross
12. Free clinics
13. Family planning organizations
14. Better Business Bureaus

Men (All Ages)

Targeted populations include North Carolina men between the ages of 19 and 60. The Be Smart Program will reinforce the important role that men play in developing families, encouraging healthy lifestyles, and making decisions about contraception for themselves and their partners. Annual physical examinations and relevant health education will be provided. The Be Smart Program also offers voluntary sterilizations for men. The Be Smart Program will periodically conduct focus groups throughout the state to solicit input from men in the targeted age group, which will ensure that services are appropriate to their needs for family planning options.

The expected outcomes of providing services to this targeted population are increased participation by men in family planning activities from public clinics, private practitioners, and primary care clinics and an increase in the utilization of covered vasectomy services.

Strategies for Use in Clinical Settings

1. Distribute information about the Be Smart Program in STI clinics and follow up with a brief explanation of what the program provides and how participants will benefit from family planning services.
2. Maternity care coordinators, child care services coordinators, and maternal care workers interface with families frequently throughout a woman's pregnancy. Many of these encounters also include the husband or partner in some levels of decision-making by the woman. This is an opportune time for coordinators and outreach workers to give a brochure about the program to the husband or partner while discussing contraception and family planning.
3. The N.C. Fatherhood Advisory Council consists of professionals and paraprofessionals from various divisions within the Department of Health and Human Services. Presenting the Be Smart Program to this group and encouraging their support for the promotion of participation among eligible clients will create advocacy for the program and provide an additional avenue for outreach.
4. The N.C. Fatherhood Practitioners Network may also be willing to serve as a collaborator with local and statewide programs. Frequently, programs such as these have already established trusting relationships. The recommendation or referral from a peer-to-peer or mentor-to-participant could increase enrollment among men.

Strategies for Use in Community Settings

Identify non-threatening environments as potential sources of communication. We recommend obtaining approval from business owners or managers, as appropriate, before posting or distributing information.

1. The Better Business Bureau is a traditional source for communication to the business community. Advertising or announcing the Be Smart Program in their printed materials could generate interest among men and women business owners and family members.
2. Churches and religious activities for or sponsored by men's ministry groups could provide an avenue for the distribution of information.
3. Identify stores—such as hardware/home improvement stores or auto repair and parts shops—that are traditionally frequented by men in the targeted age and income groups, and ask to post brochures or posters about the Be Smart Program.
4. Halfway houses are safe environments in which to not only distribute information but also conduct a presentation on family planning and the various contraceptive methods offered through the Be Smart Program. Sharing the information with collaborating

agencies might open channels into halfway houses for women as well as mental health agencies.

5. Local and county parks and recreation departments have community-wide activities that target men. Tournaments, youth activities, swimming, weight lifting, Boy Scouting, and other programs and activities are provided from a central location in many communities. Most of the programs and events are free to the public, which promotes participation. These community centers could provide an excellent outreach avenue for our targeted group.
6. YMCAs, community gyms, and other health clubs are also a prime location for reaching large numbers of men from varying age and income groups. Inquire about posting a Be Smart poster or brochure on the information board.
7. Other locations that could be approached as places to post information about the Be Smart Program include
 - Gas stations
 - Golf courses
 - Bars and night clubs
 - Sports clubs
 - Barber shops
 - Public housing offices
 - Child support offices
 - N.C. Department of Corrections Probation and Parole programs (for people transitioning back into the community)
 - Employment Security Commission
 - Lion's, Kiwanis, Civitan clubs
 - Senior centers

Young Men (Ages 19 to 24)

1. Share information about the Be Smart Program with the local juvenile crime prevention councils or similar groups in your community. Provide posters and brochures for them to exhibit in their community-based agencies and programs.
2. North Carolina has many universities, technical schools, and community colleges. Strategies for working with the student governments, health centers, student unions, and other gathering areas on and off campus can be useful. Post Be Smart posters in high-traffic areas. Offer to conduct presentations on campus about family planning options and services. This may also be a prime opportunity to include leaders from various campuses in your area to be trained as peer advocates for the program or as resource persons for other students.
3. Fraternities, sororities, and social clubs on campus often have community service components that include health topics and information. Educate these groups on the Be Smart Program and leave a few brochures for their members.

Adults Ages 40 and Older

Strategies for Use in Clinical Settings

1. Public and private radiology and mammography centers could display Be Smart posters and brochures in their waiting areas.
2. Local hospitals could include Be Smart materials in their staff and community health fairs and events.
3. Mobile mammography services may be willing to display Be Smart posters and distribute brochures to interested patients.

Strategies for Use in Community Settings

1. The Better Business Bureau is a traditional source for communication to the business community. Advertising or announcing the Be Smart Program in their printed materials could generate interest among men and women business owners and family members.
2. Mobile clinical services from various health and human service programs may be willing to post information about the waiver.
3. The Salvation Army Emergency Assistance program and staff may be willing to participate in a brief in-service about the Be Smart Program and help clients complete an application while at the shelter. Liaisons with the local departments of social services will be essential to promoting an easy application process for potential clients.
4. Urban ministry centers across the state may also be recruited to help advertise the program through their various groups and community sites.
5. Health Check coordinators can be instrumental in educating families about the services covered by the program. Individualized educational sessions have the potential to enroll parents, teenagers, and maybe even grandparents who meet the eligibility criteria.
6. Other channels for getting the word out to this targeted population include
 - Walking clubs at malls
 - Singles' groups
 - Parents without Partners
 - Teen Pregnancy Prevention Initiative programs

Title X-Eligible Clients

Title X helps fund low- or no-cost family planning services for many clients who would otherwise not qualify for medical assistance. Federal funds are allocated to local health

departments based on patient volume and other demographic information. Some of these clients may potentially be eligible for the Be Smart Program. Providers should encourage their existing Title X clients to apply for benefits from the Be Smart Program.

Because our goal is to enroll new patients for family planning services, transitioning current Title X clients to the Be Smart Program will allow agencies to cover new clients by Title X, which will enhance the agencies' ability to see more patients.

Strategies for Use in Clinical Settings

1. All public and private health care agencies can post information about the waiver and offer enrollment applications on-site. Be sure to include flyers in some of the examination rooms in adult health clinics and STI clinics.
2. Collaboration with the local department of social services is essential to ensure accountability and accurate eligibility information. Place Be Smart brochures and a poster in every waiting area in the facility.
3. Case workers and clinical staff can discuss the Be Smart Program with potentially eligible clients and provide them with applications.
4. Meet with family planning clinic staff to explain the advantages of the Be Smart Program and the option of covering new clients through Title X after existing clients transition to the waiver.

Strategies for Use in Community Settings

1. Adolescent pregnancy prevention councils
2. Juvenile crime prevention agencies
3. Department of Agriculture and Consumer Services local extension offices
4. Mexican tiendas (stores), El Pueblo, and Latino agency groups
5. Office of Citizen Services' Care-Line Referral and Information Service
6. Temporary staffing agencies
7. Public housing offices

Tactics

Ethnicity Considerations

The strategies listed throughout this document include a combination of individual and group techniques. It is important to remember that not all strategies may work for each targeted population. Awareness of the cultural and ethnic norms in your targeted areas of the community will help increase the success of your efforts. Providers can include individuals or advocacy groups from these populations to assess proposed strategies for their cultural appropriateness and relevancy. Our overall focus will be on getting men and women to enroll in the Be Smart Program as well as other available family planning services in our state.

Newsletters

Newsletters and other print media are very useful in sharing information across a broad segment of the community. This communication channel is cost effective and reaches providers who may encounter many of the targeted populations as a part of their profession. Be sure to check with the editor of the printed material to determine requirements and timelines for submission. There are several businesses and health and human service providers with newsletters or other forms of printed material in your communities.

The Division of Public Health will make efforts to alert local health departments when printed announcements are placed in any statewide publication or Web site. Professional associations, community-based organizations or advocacy groups, medical or health services professional groups, and agencies that work with families are examples of the types of organizations and agencies that could be approached about the publication of Be Smart Program announcements. Examples of organizations that publish newsletters include

- State Social Work Association
- N.C. Society of Public Health Education
- Smart Start Partnership
- Area Health Education Center Providers
- N.C. Perinatal Association
- N.C. Hospital Association
- Perinatal/Neonatal Outreach and Education Training (POETS/NOETS)
- Early Intervention Program
- Parent–Teacher Associations
- N.C. Medical Society

Note: This list is not intended to be inclusive of all the organizations, businesses, and professional associations working with families across our state. Expanding the list to accommodate your community resources is encouraged.

Web Sites

Use of electronic communication is fast, efficient, and affordable. Keep in mind that many of the targeted populations may not have access to the Internet; however, their providers, the public library, and other support networks may provide avenues for accessing the Internet. Other ideas include making statewide announcements through the N.C. Folic Acid Council (heck their strategies on fundraising for outreach through television and to public and private physicians); and contacting other collaborators to post information about the program on their sites and/or establish links among sites.

Evaluation of Outreach/Recruitment Efforts

The Centers for Medicare and Medicaid Services, which funds the Be Smart Program, requires North Carolina to evaluate the outreach efforts conducted across the state. Measures include, but are not limited to, these annual activities:

1. A conference call will be conducted with local health departments and other providers to get input on outreach activities done during the past year. Information from this call will be incorporated into the current recruitment plan.
2. A survey of Be Smart participants receiving services at local health departments will determine how they learned about the program.
3. A survey of health education providers in local health departments can assess strategies used and their effectiveness.

Appendix

- *Be Smart Brochure*
- *Be Smart Provider Fact Sheet*



Be Smart provides FREE Services for Men & Women

- Annual family planning exam
- Most types of birth control
- Help planning when to have a baby
- Testing for STDs & pregnancy
- Voluntary sterilization
- Available through some private doctors or your public health department

For services not covered by this program, call your local DSS for a list of providers who offer affordable or free care.

Be Smart.

is brought to you by
North Carolina's
Division of Medical Assistance
and
Division of Public Health



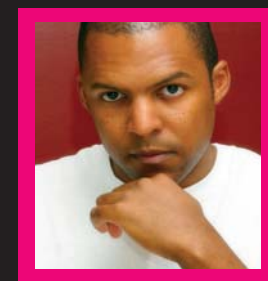
Family Planning Medicaid is a waiver program that will end October 1, 2010, unless it is extended.

NC DHHS is an equal opportunity employer and provider.
100,000 copies of this public document were printed at a cost of \$3,215.00 or \$.0322 each. (3/06)

Contact your local Department of Social Services

It's Up to You.
Ask how you can Be Smart
1-800-367-2229
<http://www.dhhs.state.nc.us/dma>

Be Smart. Be Ready.



**Are you ready
to be a parent?**

**Have you had a family
planning exam lately?**

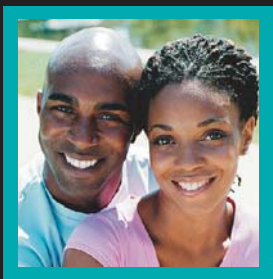
**Have you had all the
children you want to have?**

It's Up to You.

FREE Reproductive Health Services
for Men & Women in North Carolina

Be Smart. Be Ready.

FREE Reproductive Health Services for Men & Women in North Carolina



The Be Smart family planning program is designed to reduce unintended pregnancies and improve the well-being of children and families in North Carolina. The program provides family planning services to eligible men and women.

- FREE service
- NO CO-PAY required

- **Don't start a family before you're ready**
- **Protect yourself from HIV/AIDS & other STDs**
- **Give mothers & babies a better chance of being healthy**



Who can apply for Be Smart?

- Women ages 19–55 and men ages 19–60 in need of family planning may apply for benefits.
- An applicant must be a U.S. citizen or qualified alien and a resident of North Carolina.
- An applicant's income must meet federal requirements (includes moderate incomes— call for details).
- Other requirements may apply.

What does Be Smart provide?

The program provides:

- Initial, annual and periodic family planning office visits
- Family planning counseling visits
- Pregnancy tests
- Contraceptive supply visits
- Medicaid-covered FDA-approved birth control methods (excludes diaphragms & condoms)
- Voluntary sterilization including tubal ligations and vasectomies
- Lab tests
- Screening for HIV (Human Immunodeficiency Virus)
- Limited screening and treatment for STDs
- Pap smears

Where can I go for these services?

Any participating family planning provider enrolled with Medicaid can provide Be Smart services:

- Physicians
- Local health departments
- Nurse practitioners
- Federally qualified health centers
- Rural health clinics
- Family planning agencies
- Birthing centers
- Nurse midwives

How do I apply?

Applications for Be Smart family planning benefits are available from:

- County Department of Social Services
- Local health department
- Online at <http://www.dhhs.state.nc.us/dma>

Return your completed application by mail or in person to your county Department of Social Services.

How long does it take to get approved?

Most applications are evaluated and processed within 45 days.

Who do I call with questions?

Call your local Department of Social Services or local health department at the number listed in your local phone book, or the North Carolina Family Health Resource Line at 1-800-367-2229.

It's Up to You.
Ask how you can Be Smart
1-800-367-2229
(TTY: 1-800-976-1922)
<http://www.dhhs.state.nc.us/dma>

Póngase Listo. Piénselo Bien.

**Servicios de salud reproductiva
GRATUITOS** para hombres y mujeres
en Carolina del Norte.



El programa de planificación familiar Póngase Listo está diseñado para reducir el número de embarazos no deseados y mejorar el bienestar de los niños y las familias de Carolina del Norte. El programa provee servicios de planificación familiar a hombres y mujeres que califiquen.



- Servicios GRATUITOS
- NO pagos compartidos

- No empiece una familia si no está preparado
- Protéjase del virus del VIH, el SIDA y de las enfermedades venéreas
- Déle a las madres y bebés una mejor oportunidad de estar sanos

¿Quién puede solicitar el programa de Póngase Listo?

- Las mujeres de 19 a 55 años de edad y los hombres de 19 a 60 años de edad que necesitan planificación familiar pueden solicitar estos beneficios
- Los solicitantes deben ser ciudadanos de los Estados Unidos o residentes legales de Carolina del Norte
- El ingreso del solicitante debe cumplir con los requerimientos federales (incluye ingresos moderados – llame para saber los detalles).
- Otros requerimientos pueden ser solicitados

¿Qué es lo que provee Póngase Listo?

El programa provee:

- Visitas médicas iniciales, anuales, y periódicas de planificación familiar
- Asesoría para la planificación familiar
- Pruebas del embarazo
- Visitas para el abastecimiento de anticonceptivos
- Anticonceptivos para el control de la natalidad aprobados por el Medicaid de FDA (Administración de Drogas y Alimentos de EE.UU.). No incluye condones y diafragmas
- Esterilización voluntaria incluyendo el ligamiento de trompas y la vasectomía
- Análisis de laboratorio
- Prueba del VIH (Virus de Inmunodeficiencia Adquirido)
- Pruebas y tratamiento limitado para algunas enfermedades de transmisión sexual
- Prueba del Papanicolaou

¿A dónde puedo ir para recibir estos servicios?

Cualquier proveedor participante de planificación familiar registrado con Medicaid puede darle los servicios de Póngase Listo:

- Médicos
- Departamentos de salud de su localidad
- Enfermeras
- Centros de salud calificados federalmente
- Clínicas de salud rural
- Agencias de planificación familiar
- Centros para el nacimiento
- Parteras enfermeras

¿Cómo puedo solicitarlo?

La solicitud para recibir los beneficios de planificación familiar Póngase Listo está disponible en:

- Su Departamento de Servicios Sociales de su condado
- Su departamento de salud local
- En la Internet: <http://www.dhhs.state.nc.us/dma>

Regrese su solicitud completa por correo o en persona a su Departamento de Servicios Sociales de su condado.

¿Cuánto tiempo tarde en ser aprobada?

La mayoría de las solicitudes son evaluadas y procesadas en 45 días.

¿A quién puedo llamar si tengo preguntas?

Llame a su Departamento de Servicios Sociales o su departamento de salud local al número de teléfono que se encuentra en su directorio telefónico, o llame a la Línea de Recursos de Salud Familiar de Carolina del Norte al 1-800-367-2229.

Depende de usted.

**Pregunte cómo puede
Ponerse Listo al
1-800-367-2229**

<http://www.dhhs.state.nc.us/dma>
(Sólo en inglés)



Póngase Listo proporciona servicios GRATUITOS para hombres y mujeres

- Exámenes físicos anuales para la planificación familiar
- Cobertura para la mayoría de los anticonceptivos
- Ayuda para planear cuándo tener un bebé
- Pruebas para detectar enfermedades de transmisión sexual y para el embarazo
- Esterilización voluntaria
- Servicios disponibles con algunos doctores privados o en su departamento de salud

Para los servicios que no están cubiertos por este programa, llame a su Departamento de Servicios Sociales local para que le den una lista de los proveedores de salud que pueden ofrecer servicios a bajo costo o gratuitos.

Depende de usted.

Pregunte cómo puede
Ponerse Listo al

1-800-367-2229

<http://www.dhhs.state.nc.us/dma>
(Sólo en inglés)

Póngase Listo.

es patrocinado por
La División de Asistencia Médica
de Carolina del Norte
y
La División de Salud Pública



El Medicaid de Planificación Familiar es un programa de exclusión que terminará en octubre de 2010, al menos que sea extendido.

NC DHHS es un empleador y proveedor de oportunidades equitativas.

XXX copias de este documento público se imprimieron a un costo de \$x,xxx of \$.xx por copia (11/05).

Comuníquese con su Departamento de Servicios Sociales

Póngase Listo. Piénselo Bien.



¿Está listo para ser padre o madre?

¿Se ha hecho un examen físico de planificación familiar últimamente?

¿Ya tiene todos los hijos que quiere?

Depende de usted.

Servicios de salud reproductiva
GRATUITOS para hombres y mujeres
en Carolina del Norte.

Be Smart. Be Ready.

Free Reproductive Health Services in North Carolina Facts for Providers about the Medicaid Family Planning Waiver

What is the Medicaid Family Planning Waiver?

The Medicaid Family Planning Waiver, or “BE SMART” program, is designed to reduce unintended pregnancies and improve the well-being of children and families in North Carolina. Family planning/reproductive health services are provided to eligible men and women whose income is at or below 185% of the federal poverty level.

Who can enroll with Medicaid to provide Family Planning Services under the BE SMART program?

- Ambulatory surgery centers
- Birthing centers
- Certified Registered Nurse Anesthetists
- Federally Qualified Health Centers
- Laboratories
- Local health departments
- Nurse practitioners
- Nurse midwives
- Outpatient hospitals
- Physicians
- Rural health clinics

For information on enrolling as a North Carolina Medicaid provider, refer to the Division of Medical Assistance (DMA) website at <http://www.dhhs.state.nc.us/dma/provenroll.htm>.

What services are covered under the BE SMART program?

The following services are covered through the waiver when provided as part of a family planning visit:

- Annual and periodic office visits (including counseling, patient education, and treatment)
- Specific laboratory procedures (i.e., pap smears, pregnancy tests)
- FDA-approved and Medicaid-covered birth control methods, procedures, pharmaceutical supplies, and devices
- Screening for HIV (Human Immunodeficiency Virus)
- Screening and treatment for specific Sexually Transmitted Infections (STIs)
- Voluntary sterilization (in accordance with federal sterilization guidelines)

Note: There is no co-payment for services received through the BE SMART program.

When services are not covered under the BE SMART program and the provider does not offer affordable or free care, refer patients to their local department of social services (DSS) for a list of primary care “safety net” providers.

Who can sign up for the BE SMART program?

Women ages 19 through 55 and men ages 19 through 60 whose income is at or below 185% of the federal poverty level and who are:

- U.S. citizens or qualified aliens;
- Residents of North Carolina;
- Not incarcerated;
- Not pregnant; and
- Not permanently sterilized.

How can I sign my patients up for the BE SMART program?

Individuals interested in applying may get an application from their local DSS, health department or on-line at <http://www.dhhs.state.nc.us/dma>. The completed application must be returned to their local DSS.

Where can I get educational information for my patients about the BE SMART program?

For a set of educational materials about the waiver, call the N.C. Family Health Resource Line, 1-800-367-2229. To order multiple copies, call the N.C. Healthy Start Foundation, 1-919-828-1819.

Who do I call if I have questions about the BE SMART program?

For more information about this special Medicaid program, please visit North Carolina’s Medicaid website at <http://www.dhhs.state.nc.us/dma/prog.htm>

The BE SMART program will end October 1, 2010 unless extended by the Centers for Medicare and Medicaid.